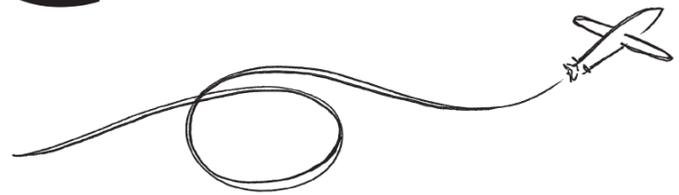


d.bootcamp Pre-flight Guide to Your Innovation Practice



We are excited to see you at Stanford for Design Thinking Bootcamp July 11-14, 2017. You will learn to use powerful tools of innovation while you're grounded at Stanford. More important than that, our goal is to activate a practice in you that will change the way you work. If you join us for the journey, we can do that.

Let's get started!

Remember to **print, fill out, and bring with you** to the first day of Bootcamp.

THE ONLY WAY TO DO IT, IS TO DO IT.

Design doesn't just mean modernist chairs and fancy renderings. Everything you do in your role is an opportunity for design: products, services, systems, interactions, communications, spaces, and strategies. Whether you are a product developer, HR manager, or a CEO we want to activate the designer within you. We want to make it your duty to design the things for your customers and colleagues that help them accomplish their goals. Take on the posture of designer in your work.

You can do it! And you must do it: don't expect your colleagues to jump in if you are not designing with them and for them. Don't view Design Thinking as some magic change-agent process; it is only as powerful as the person or people using it.

OUR ADVICE TO YOU

HERE'S OUR ADVICE RIGHT UP FRONT, FROM YEARS OF EXPERIENCE TRACKING SUCCESSFUL BOOTCAMP ALUMS. AFTER YOU LEAVE US, DO THESE TWO THINGS:

Complete real, implemented work using the tools of design

Don't run workshops for others, wait for permission to act, or delay until you find the perfect project opportunity. Just start putting the tools to work. We have no counter-examples to this rule.

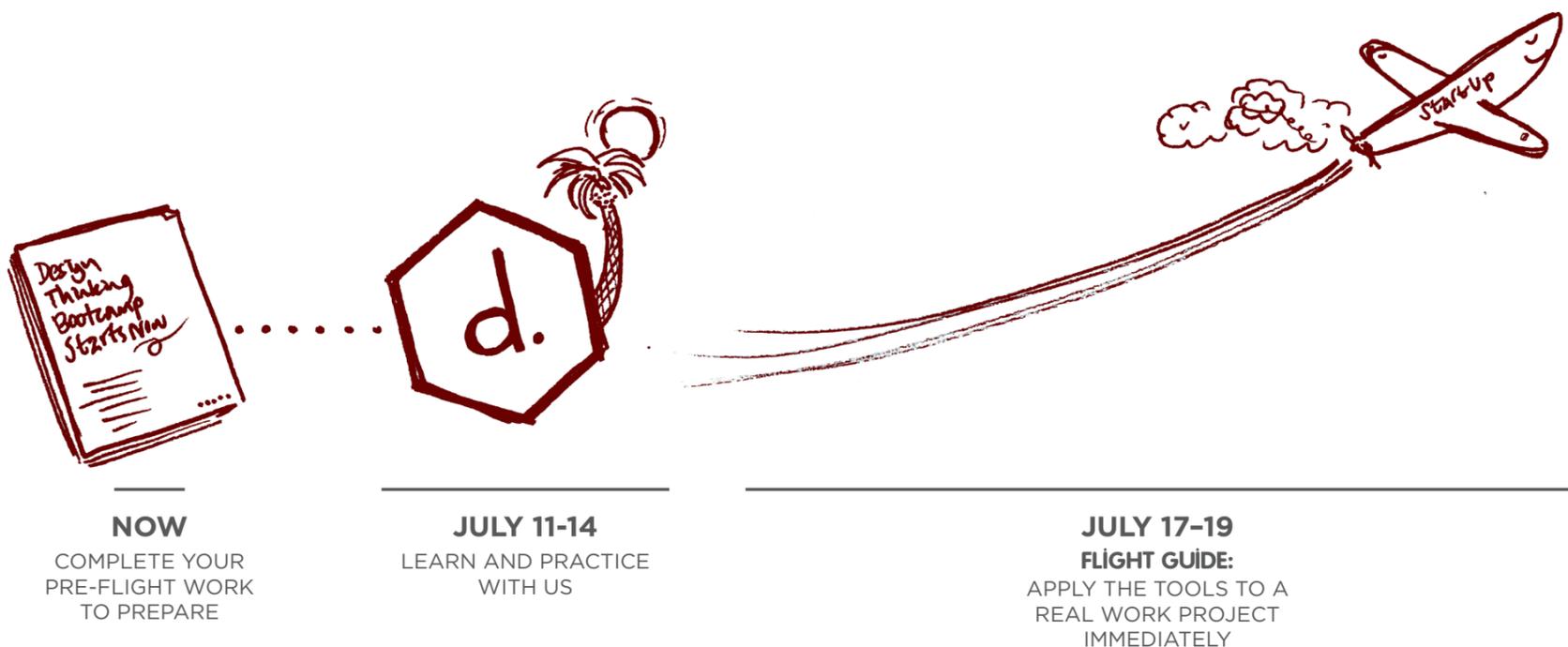
Nurture your own personal creative practice (a.k.a. "live it")

As you start, be intentional about how to build your practice (force yourself to apply the tools, both inside and outside of work) and reflect back on how it went and how you can keep improving. Enlist others, including your Bootcamp coach, to help you with this.

Flight Guide

to your innovation practice

We are committed to support your growth as an innovator. Your tuition includes the *Flight Guide* program in the three weekdays following Bootcamp. The purpose of *Flight Guide* is to help you immediately use what you will learn, and begin an on-going transformation in how you work.



In Bootcamp we will help you gear up for immediate action directly after the in-person program. You will complete a rapid design cycle on a real work project of yours. We hope you will gain insight and new ideas for the project, but more importantly we want to kickstart your innovation practice and bridge the gap from workshop to work.

Get ready now. Please do the following to set yourself up for success:

Dedicate time now for post-Bootcamp work

Set aside 4 hours in the morning *Monday, July 17 through Wednesday, July 19.*

Within this time plan for two one-hour phone calls with your coach and team:
9 am PST on Tue, July 18 —and— 9 am PST on Wednesday, July 19.

Lead two one-hour ideation sessions with a small team

Try out some design thinking tools before you come to Bootcamp. We know doing so will amplify your learning here. We have developed video-led ideation sessions for you to use. See the next page of this document.

Fill-out the last three pages of this document

Reflect on the ideation sessions. Catalog some of the work you are doing that might benefit from design thinking. You'll need these to get your coach and team up to speed on some of your work.

Pre-flight

Pre-Bootcamp Ideation Sessions

We want to contextualize design thinking within your work and organization before Bootcamp. Experience the benefits and difficulties of using these tools now. Then, when you are here you will have already had that experience and be better able to triangulate the experiences and amplify your learning.

Use the *Innovation @ Work (I@W)* program we've created; we are providing this to you free of charge. *I@W* is a set of videos and worksheets to guide a small team through ideation, first via a practice session (which will get your team up to speed) and then on a real work challenge that you choose.

Do this:

1. Organize

Invite a team to the sessions. You can hold one two-hour session, or two one-hour sessions. You will play a convener's role and also an active participant. We suggest you gather a team of 3-8 people (but you could go larger and split into sub-groups).

2. Choose your challenge

Create your challenge statement ("What might we create for . . . that helps them . . .") based on the project you want to work on. This is your brainstorming prompt. More information about this is in the *I@W* materials.

3. Prepare for your sessions

You will receive one email from the Stanford Center for Professional Development with your user name and one email with your password. With that information in hand:

A. Go to scpd.stanford.edu

B. Enter your log-in information in the **upper left** ("mystanfordconnection Login").

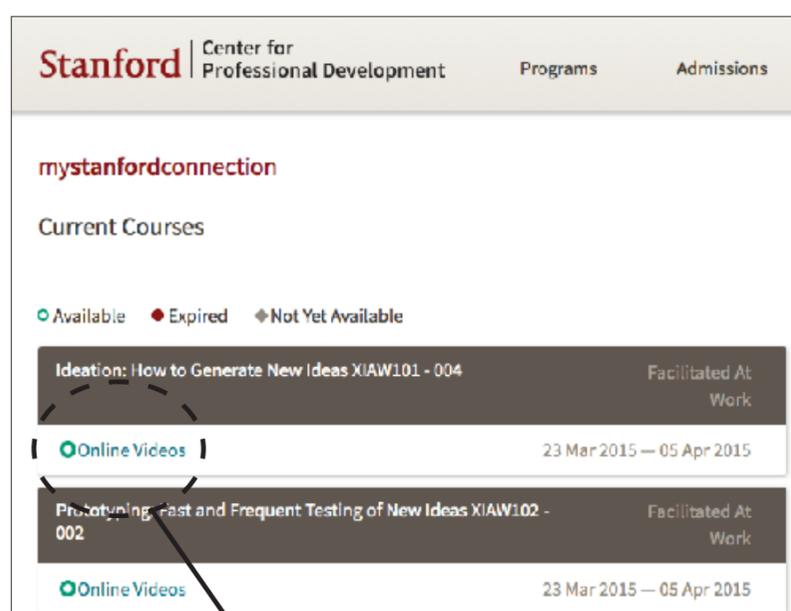
C. Hit "**Online Videos**" under Ideation (see screenshot below).

From there you will see everything you need to prepare and run the sessions.

[Caution: You'll need to run Silverlight, which is not compatible with Chrome on MacOS.]

The sessions are structured via a simple sequence of tools.

Browse the videos before the sessions to get familiar with them. Note that the videos include working time, so the actual content of the videos is much shorter than it appears based on video durations.



Once you are logged in,
click here to access the
materials

WHERE DO YOU AIM TO APPLY DESIGN THINKING?

Identify specific offerings you are currently creating or reworking.

Choose work that you care about and would benefit from understanding a customer's perspective. Fill out the below.

TWO EXAMPLES FOR BELOW

What is it?
OUR ICE CREAM STAND ON THE STREET

One person who uses it
ANTHONY —
 LIVES IN AN URBAN NEIGHBORHOOD OF BERLIN. WALKS AS PRIMARY TRANSPORTATION. LOVES TO TAKE DAUGHTER TO THE PARK ON WEEKENDS AND MEET OTHER FAMILIES.

What does it do for that person?
 It helps him/her to ...
HAVE A TREAT IN THE OUTDOORS

It helps him/her to ...
FEEL PLAYFUL AND YOUNG — PUT ASIDE HIS WORK

It helps him/her to ...
CONNECT WITH HIS DAUGHTER — MAKE AN OUTING OF IT

What is it?
OUR FOUR-DAY DESIGN WORKSHOP AT THE D.SCHOOL

One person who uses it
SUSAN AT TACOMA SPORTS EQUIP.

What does it do for that person?
 It helps him/her to ...
HAVE FUN! — FLEX SOME AND GAIN SOME NEW CREATIVE MUSCLES

It helps him/her to ...
GAIN INSIGHTS THAT INFORM NEW WEBSITE EMPHASES

It helps him/her to ...
GET HER TEAM INVOLVED IN ENGAGING REAL CUSTOMERS

What is it?
 Choose a current product or service you work on.

One person who uses it
 Choose a specific person who uses your offering. Describe his/her use case (not demographics).

What does it do for that person?
 What the product helps this person do or feel. Use verbs! Think about both the physical and emotional.

It helps him/her to ...

It helps him/her to ...

It helps him/her to ...

Another person who uses it
 Choose a very different person who uses your offering. Describe his/her use case.

What does it do for that person?
 What the product helps people do or feel. Use verbs! Think about both the physical and emotional.

It helps him/her to ...

It helps him/her to ...

It helps him/her to ...

WHERE DO YOU AIM TO APPLY DESIGN THINKING?

Do it again for a second offering.

What is it?

Choose a **different** current product or service you work on.

One person who uses it

Choose a specific person who uses your offering. Describe his/her use case (not demographics).

What does it do for that person?

What the product helps this person do or feel. Use verbs! Think about both the physical and emotional.

It helps him/her to . . .

It helps him/her to . . .

It helps him/her to . . .

Another person who uses it

Choose a very different person who uses your offering. Describe his/her use case.

What does it do for that person?

What the product helps people do or feel. Use verbs! Think about both the physical and emotional.

It helps him/her to . . .

It helps him/her to . . .

It helps him/her to . . .

WHAT DID YOU EXPERIENCE ALREADY?

Fill this out after doing the two *Innovation at Work* sessions. How did they go?

<p>What did you do?</p> <p><u>What was your brainstorm prompt for the second session?</u></p> <p>What might we create for . . .</p> <p>that helps them / that makes them . . .</p>	<p><u>With whom did you do the sessions?</u></p>
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<p>What did you learn about the project?</p> <p>What's a new idea or realization that resulted from the brainstorming?</p> <p>[Headline: 1-2 sentences]</p>	
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<p>What did you experience about the behavior and approach?</p> <p>What did you notice while doing this? About working with a team in this way?</p> <p>[Headline: 1-2 sentences]</p>	
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